

ONLY 17 SHOPPING DAYS TILL CHRISTMAS—NO MATTER WHERE YOU SHOP, SHOP EARLY—MORNING HOURS ARE BEST

Clearaway of a Special Lot  
**Fine Scotch Chenille Carpeting**  
(MOLE COLOR ONLY)

About **HALF** Price



Our heaviest quality genuine Scotch chenille carpeting that will make up into standard and extra large size rugs. Rolls are 9, 15 and 18 feet wide. In addition to the great reduction on the carpeting we will cut and finish any size rug without additional charge. Some of the sizes that may be had:

- \$210.00 Rugs, 9x12 feet...\$108.00  
(tax \$4.80)
- \$262.50 Rugs, 9x15 feet...\$135.00  
(tax \$6.00)
- \$315.00 Rugs, 9x18 feet...\$162.00  
(tax \$7.50)
- \$306.25 Rugs, 10½x15 ft., \$157.00  
(tax \$7.00)
- \$367.50 Rugs, 10½x18 ft., \$189.00  
(tax \$8.40)
- \$350.00 Rugs, 12x15 feet...\$180.00  
(tax \$8.00)
- \$420.00 Rugs, 12x18 feet...\$216.00  
(tax \$9.60)

Other special sizes can also be made—9, 15 or 18 feet wide, any length, at the special price of \$9 square yard (40c square yard tax).

**Plain Brussels Rugs Reduced**

Heavy seamless Brussels rugs in plain shades of taupe, gray and tan for living room, dining room and bedroom. Specially priced as follows:

- \$24.00 Rugs, 6x9 feet...\$17.65
- \$30.00 Rugs, 7½x9 feet...\$22.85
- \$36.00 Rugs, 9x9 feet...\$25.65
- \$42.00 Rugs, 9x10½ feet...\$31.00
- \$48.00 Rugs, 9x12 feet...\$34.85
- \$54.00 Rugs, 9x13½ feet...\$38.50
- \$60.00 Rugs, 9x15 feet...\$42.50

—Meier & Frank's: Seventh Floor. (Mail Orders Filled.)

**6000 Yards of Cretonnes—SALE!**

A special purchase brings 6000 yards of fine quality cretonnes at substantial savings. A great variety of patterns and colorings suitable for living rooms, dining rooms, bedrooms and sunrooms. Four lots as follows:

**27c**

35c to 45c Yard Values

**49c**

65c to 85c Yard Values

**69c**

90c to \$1.25 Yard Values

**85c**

\$1.50 to \$2 Yard Values

**Chintzes 85c**

Imported chintzes, blocked cretonnes and heavy tapestry effects.



—Meier & Frank's: Seventh Floor. (Mail Orders Filled.)

**Another Extraordinary Sale of Lamps**

Profiting by the experience of the past few years, during which the demand for lamps has grown exceedingly at the approach of Christmas, we prepared to have lavish assortments for this holiday selling and directed our large expenditure to the securing of very unusual values.

This event, which continues today, will be held, like its predecessors, in the specially created Lamp Salon on the Seventh Floor. It brings a new shipment of lamps and shades in 4 groups.

**The First Group**

specializes mahogany finished standards equipped with double-pull chain sockets. The shades are the 24-inch size, and there is virtually no limit to the variety offered in style and color.  
**Lamp and shade complete... \$15.85**

**The Second Group**

specializes a collection which is perhaps the most extraordinary of all these extraordinary groups. Mahogany finished standards full height, double-pull chain sockets, 24 and 26-inch shades, which may be had with both silk and chenille fringes. In addition to there being the greatest possible variety of shapes and colors, this lot is a third less than regular.  
**Lamp and shade complete... \$21.85**

**The Third Group**

specializes mahogany finished standards with double-pull chain sockets. The standards are in various heights and designs and are fitted with 26-inch shades in the most attractive colorings.  
**Lamp and shade complete... \$29.85**

**The Fourth Group**

specializes polychrome, mahogany and walnut standards with double-pull chain sockets. All are cut from four-inch stock and are full height. The 26-inch shades have heavy silk fringe, some with ruching, some with gold galloons. All are finely tailored shades of plain colored silk.  
**Lamp and shade complete... \$39.85**

NOTE—Lamps purchased in this sale will be held for later delivery if desired.

—Meier & Frank's: Seventh Floor. (Mail Orders Filled.)



**S-a-n-t-a C-l-a-u-s**



is here to meet the children every morning from 10 to 12 and every afternoon from 2 to 5. There's a wonderful Christmas enthusiasm all through the store and the mainspring of it is right at the headquarters of the grand old man who typifies the spirit of giving.

Santa Claus' house and mail box are on the Sixth Floor. Santa has a present for every child under 7 accompanied by grown-up who visits him between 10 and 12 of a morning. The West's greatest Toytown and Dollville are on the Fifth Floor.

**Women's High Shoes**

**\$9.45**

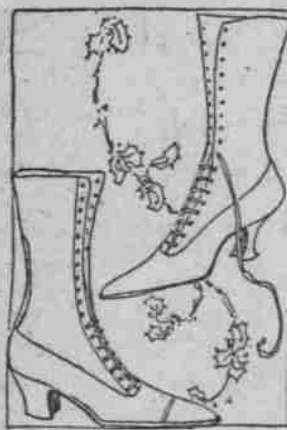
Take advantage of this opportunity to secure a pair of high-grade shoes at a price that is much below usual.

**J. & T. COUSINS**

and other well-known makes in the lot. 14 styles for street and dressy wear.

Dark brown kid and calfskin lace shoes with military or Cuban heels. Patent dress shoes in lace and button styles with fawn kid or cloth tops, medium or French heels. Black, gray and mouse kid lace shoes with French or medium heels. All sizes but not all sizes in any one kind.

—Meier & Frank's: Third Floor. (Mail Orders Filled.)



**Values:**

That Continue to Show the Value-Giving Supremacy of Meier & Frank's Fashion Salons

There are two especially important contemporary sales which we wish to stress here, although the Fashion Salons are an inexhaustible haven for those who seek value in apparel.

**\$25.00 Dresses**

**\$18.75**

The \$35 dresses at \$26.25. The \$45 dresses at \$33.75. The \$55 dresses at \$41.25, and so on.

A reduction as you can see of a fourth from prices that were already extremely low for the quality—and this on the threshold of the holiday season when fresh and becoming frocks are indispensable.

—Meier & Frank's: Fourth Floor. (Mail Orders Filled.)

**Sale of Coats**

**\$49.50**

They look a great deal more costly. They should be more costly. But we are treating our patrons to an extra value.

So fashionable models of polyanna, normandie, marvella and bolivia with large collars of caracul, wolf, squirrel and other wanted furs are on sale at \$49.50 while the limited quantity lasts.

**Gift Sale of Boudoir Caps**

A boudoir cap makes a dainty gift for mother or grown daughter. And here is a worth-while saving on fine quality boudoir caps.

Bandeau, round, pullman and Dutch styles. Made of crepe de chine, messaline and satin with frills and flowers of ribbon, maline, val. and venise laces. Rose, copen, sky, pink, orchid, sapphire and henna.

- \$1.50 Values **\$1.29**
- \$1.75 Values **\$1.59**
- \$1.95 Values **\$1.79**
- \$2.25 Values **\$1.98**
- \$2.50 Values **\$2.29**
- \$2.75 Values **\$2.49**
- \$2.95 Values **\$2.69**
- \$3.50 Values **\$2.98**

**SPECIAL 50¢-95¢**

Boudoir caps made of messaline and crepe de chine combined with net, val. and maline laces. Lavender, pink, rose, sky, maize.

—Meier & Frank's: Main Floor. (Mail Orders Filled.)

**Light Cut Glass Stemware**

**35c**



Light thin blown cut glass goblets, high footed sherbets and low footed sherbets 35c each or set of 18 pieces (6 of each) \$5.99.

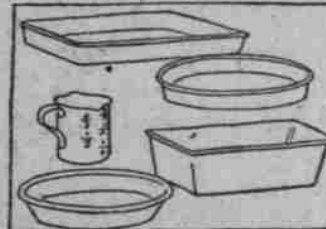
Tuesday and Wednesday we will have an expert glass cutter in our Glassware Department—come and see the process of cutting stemware.

**5-Piece Aluminum Baking Set**

**\$1.98**

Regularly \$2.85. "Mirro" baking sets consisting of the following pieces:

- 10-inch-deep pie pan, 10-inch cake pan (1¼ inches deep), bread pan (9¼x5½x3), baking pan (11¼x7½x1¼), measuring cup.



—Meier & Frank's: Basement. (Mail Orders Filled.)



**Yes!---A Gift Sale of Men's Robes**

**WE'VE** got so much in the habit of sacrificing profits to make better values and gain more friends that we can't refrain even at Christmas and on

the very best of holiday things.

This special selling of men's gift robes is a mighty potent evidence of our ability, determination and—good will.

**Regular \$10.00 Beacon Blanket Robes**

250 genuine Beacon (you know their goodness) robes, of good quality, at virtually a third less. Full cut, well-tailored garments, with all seams taped, heavy rope girdle at waist, all made to button as well. Many patterns. Now... **\$6.95**

**\$12.00 Robes**

200 heavy weight Beacon blanket robes in a great variety of fancy patterns. All borders and cuffs to match. All seams piped and edges corded. Four-button styles with heavy mercerized silk girdles. Now... **\$9.65**

**\$25.00 Robes**

Fine silk mixed robes in exquisite brocaded patterns—a collection of the most handsome robes one could desire. The beauty of the patterns defies description. The robes have long roll shawl collar, heavy silk girdle at waist and silk braided edges. **\$19.65**

**\$20.00 Robes**

Fine quality lounging and house robes of all-wool worsteds, tweeds and chevots. Strikingly handsome designs—Scotch plaids, over-checks, fancy patterns. Some satin striped. Silk rope. Now... **\$14.65**

**\$27.50 Robes**

Rich all-wool lounging robes of soft finished polo cloths in handsome two-tone effects—rich shades of maroon, tan, wine, green and heather mixtures. Silk braided and corded edges and silk girdle at waist. Patch pockets and cuffs in contrasting shades. **\$21.50**

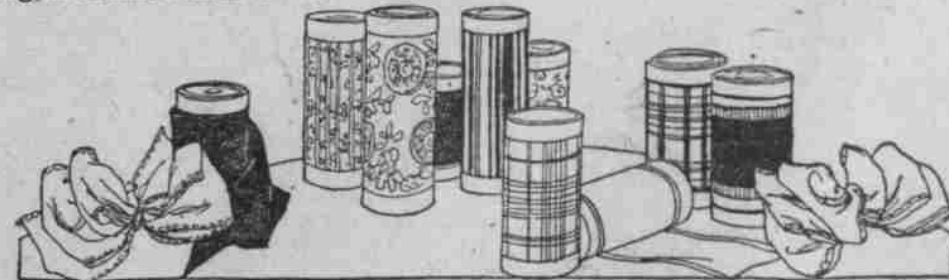
Revenue Tax Additional Except on \$6.95 Robes

—Meier & Frank's: Third Floor. (Mail Orders Filled.)

**CENTER AISLE SALE**

**12,000 Yards New Ribbons Many Less Than Half**

Ribbons, ribbons, ribbons—12,000 yards—in the premier sale of the year. Ribbons suitable for holiday sewing—new patterns, new colors, and every desirable width. Four extraordinarily good lots of ribbons by the yard and one special offering in kiddies' hair bows.



**39c**

6000 yards of plain and fancy plaid ribbons in a big assortment of new colors and combinations. 5½ inches wide. Suitable for a multitude of purposes.

**47c**

3000 yards of fine quality ribbons in Dresden effects, candy stripes and checks. Widths from 4 to 6 inches.

**89c**

2000 yards of ribbons from 6 to 9 inches wide. Satins, moires, jacquards, Dresden, plaids, etc. Suitable for camisoles, sashes, bags and other ribbon novelties.

**\$2.69**

1000 yards of wonderful jacquard ribbons, some metal and heavy brocaded ribbons for bags, hats, vestes, girdles, etc.

**Extra! Kiddies' Hairbows 63c**

1200 kiddies' hair bows tied of 1½ yards crisp, new Rose City hair-bow ribbons. All silk taffeta ribbon with novelty edge. 5½ inches wide. Every desirable color. The bows are tied in Mary Jane and Butterfly style.

—Meier & Frank's: Main Floor. (Mail Orders Filled.)